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June 28, 2011

TO: Health Deputies

FROM: Jonathan E. Fielding, M.D., M.P.H. *J. Fielding*
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SUBJECT: **UPDATE #3: RENEW LA COUNTY & PROJECT TRUST**

This is the third quarterly update on activities related to the Renew Environments for Nutrition, Exercise, and Wellness (RENEW LA County) and Tobacco Reduction and Using Effective Strategies & Teamwork (Project TRUST) grant awards. The activities in this update span from January 2011 through March 2011.

Background

In March 2010, the Department of Public Health (DPH) received notification of two grant awards from the U.S. Health and Human Services and the Centers for Disease Control and Prevention's *Communities Putting Prevention to Work* (CPPW) initiative. DPH received a total of \$32.1 million for both awards--RENEW LA County (\$15.9 million) focused on the obesity epidemic and Project TRUST (\$16.2 million) focused on tobacco control and prevention. The two-year grant period is from March 2010 to March 2012.

RENEW LA County

Administrative Update

RENEW LA County has executed 19 out of 20 contracts. The remaining unexecuted contract applies to Year 2 of the grant period and is currently being negotiated with the City of Los Angeles.

Invoices from project subcontractors are continually being processed. Staff worked with each contractor to complete the invoicing process at the end of year one (March 18, 2011) and to track any potential salary or other cost savings.

Subcontractor expenditures and outstanding balances are tracked monthly. Updated spending plans from partners have been reviewed and approved, however some spending plans have been denied due to underutilization. Some unspent funds will be reallocated to ensure the most effective use of remaining funds in supporting RENEW's project goals.

RENEW LA County has hired all the staff positions. In addition, RENEW LA County's subcontractors have hired or partially retained 79 positions. On February 17, 2011, RENEW held its third Community Coalition meeting.

In late March 2011, over 20 RENEW and TRUST staff attended the CPPW annual conference and shared best practices, lessons learned, and received national mid-course updates.

Program Update

City and County Nutrition Policy Objectives:

During the reporting period, the California Center for Public Health Advocacy (CCPHA) continued to work with local cities to support policies that increase access to healthy foods and beverages in cities with childhood obesity rates above the county average. CCPHA staff conducted outreach to several cities including El Monte, Baldwin Park, San Fernando, La Puente, Huntington Park and Pico Rivera. RENEW has also contracted with the cities of Pasadena and Long Beach to support local nutrition policy change. Both cities have active stakeholder workgroups that continue to meet monthly to refine draft policy goals that focus on expanding healthy food and beverage choices in city facilities and through city programs.

On March 22, 2011, the City of South El Monte unanimously passed a citywide nutrition policy requiring all procurement and contractual negotiations for the provision of foods and beverages to meet specific nutrition guidelines. The policy has been cited as one of the strongest in the State, as it does not allow for any added calories from sugar or artificial sweeteners.

The Community Redevelopment Agency of the City of Los Angeles (CRA-LA) continued to make progress leading a corner store conversion program in South Los Angeles. In March 2011, CRA-LA and the Community Health Advocates Food Policy Task Force met to identify potential stores to participate in the program. A list of candidate stores was developed and visits were conducted at potential sites. RENEW staff is also working with the City of Baldwin Park is also working on corner store conversions. CCPHA convenes a monthly neighborhood corner store taskforce meeting and works with residents to identify stores for the program. Three of the four corner stores required within the project's scope of work have been identified in Baldwin Park. Additionally, RENEW continues to partner with Project TRUST to identify opportunities in these stores to discourage tobacco use among customers.

In March 2011, a Board Motion adopted a motion by Supervisor Ridley-Thomas requiring all County departments to consult with DPH before the release of a food services Request for Proposal (RFP) to ensure that dietary requirements within the final contract promote healthy nutrition and comply with Board policies. Shortly after the passage of the motion, RENEW staff provided comments on a draft Department of Public Works (DPW) RFP for operation of the cafeteria at the DPW headquarters. Policy recommendations included menu labeling, access to healthy entrées, side options and snacks, as well as a sodium reduction plan. Also in March 2011, the RFP for County hospital cafeteria and vending services was publicly released, which included similar nutrition recommendations by DPH.

Early Childhood Nutrition Policy Objectives:

All three County hospitals with obstetrics services (Olive View, LAC+USC, and Harbor-UCLA) continue to make progress through the four-step process to obtain a Baby-Friendly designation. They are on track to achieve this status by the end of the grant period. RENEW, through the Breast Feeding Task Force of Greater LA, has also been working with large employers to develop worksite lactation accommodation (WLA) policies. In March 2011, RENEW received a letter of commitment from the City of Los Angeles, which plans to draft and implement a department-wide WLA policy.

Los Angeles Universal Preschool (LAUP) has been contracted to improve nutrition and physical activity in preschool sites. On February 12, 2011, pilot sites throughout the County were identified to implement

nutrition and physical activity policies. In March 2011, a training was held to provide pilot site teachers with specific goals for incorporating activities that align with their sites policies.

Built Environment Policy Objectives:

In March 2011, the City of Los Angeles passed a motion to support the Streets for People (S4P) pilot program in March. S4P is a complete streets demonstration sites program designed to quickly and inexpensively reclaim small scale, unused, and underutilized public right of ways to promote increased physical activity. The pilot program will assist the City in developing a process for citywide implementation. Design approval of three S4P test sites is currently underway and has been in review with the S4P technical advisory team. Approval for the three sites by Bureau of Street Services, Bureau of Engineering and Department of Transportation is expected by fall 2011.

The City of Los Angeles continued to make progress on its project to develop Transit-Oriented Development (TOD) plans around transit stops along the Metro Blue and Green Lines. Community Health Councils (CHC) is leading outreach efforts to build community support for the TOD project, hosting three community workshops in March to solicit input on the preliminary designs that had been developed for each of the 10 stations. In February, "walk audits" were hosted for community members to solicit input on design changes that would help the areas around transit stops become more pedestrian and bike friendly.

RENEW is also working with the City of Azusa to develop a complete streets policy. The City has developed a task force to lead the project and has conducted community outreach including interviews at senior centers, focus groups at Azusa Pacific University, as well as presentations to the local Chamber of Commerce and several schools.

The City of Lancaster and the Antelope Valley Partners for Health (AVPH) continued to make progress towards the development of a master trails plan. In March 2011, AVPH launched its campaign to promote the project, sending flyers to community leaders, commissioning an artist to create a billboard campaign, as well as leading a walk event to solicit ideas and build support for the plan.

In Long Beach, DPW has been developing a branding campaign to promote its bicycle-friendly business districts (BFBD). Through March 2011, seven promotional events had been held and customized bikes were purchased for each district that will be showcased at events and help promote the

BFBD concept. Led by the South Bay Bicycle Coalition, the development of the South Bay Bicycle Master Plan continued to make significant progress during the quarter. The draft plan's goals, objectives, and policies was produced and distributed for review by City staff in participating cities. Additionally, signage concepts were developed and a draft map of the proposed bikeway network was produced. During March 2011, the County Cycling Collaborative (CCC) hosted 27 workshops on bike repair and safety in communities including South L.A., Hollywood, Van Nuys, Boyle Heights, and Sylmar. In addition, 79 donated bicycles were repaired and distributed through the end of March.

RENEW is collaborating with DPW to support the development of a county bike master plan. The Public Review Draft of the plan was released on March 3, and is posted online at www.lacountybikeplan.org. Hard copies of the draft plan were also sent to County libraries. Public review meetings concerning the Draft Bicycle Plan began in March, with a list of times and specific locations posted at www.lacountybikeplan.org.

RENEW is also partnering with the Los Angeles County Department of Regional Planning (DRP) to draft a healthy design ordinance (HDO). During the quarter, the project consultant, Alta, completed a cost comparison study of conventional and healthy design elements and submitted the California Environmental Quality Act (CEQA) study questionnaire. DRP will develop the initial CEQA study will during May to August 2011.

On February 25, over 300 people attended the Complete Streets conference hosted by RENEW in partnership with UCLA. Also, more than 30 RENEW-funded partners participated in a Complete Streets Policy Development workshop on March 22. Over 20 guests from regional transportation agencies, such as MTA, DOT and Public Works, also attended.

On March 14 and 15, 2011, two-day meeting, supported by 40 local and national experts, was convened to write the Los Angeles Complete Streets Design Manual. The work was presented in a public forum on the evening of March 15, 2011. Over 50 people attended the event.

Nutrition and Physical Activity in Schools:

In partnership with California Food Policy Advocates (CFPA) and the Urban & Environmental Policy Institute (UEPI), RENEW staff has actively participated in the LAUSD menu committee to help improve the nutritional content of LAUSD meals for the 2011-2012 school year. LAUSD Food Services Division (FSD) began student taste testing in March and will continue through August. The District hopes to test each new menu option with approximately 30,000 students at a randomly selected sample of schools in the district. CFPA also began working with the Long Beach, El Monte Union High School and ABC Unified school districts by providing technical assistance to help implement the Institute of Medicine (IOM) school nutrition guidelines.

The Los Angeles County Office of Education (LACOE) continued to make progress in its project to expand teacher capacity to implement physical education requirements in schools. Through March 2011, LACOE hosted eight physical education professional development trainings sessions for teachers and three sessions for administrators and school principals. Overall, the training reached 160 teachers and 85 administrators across seven school districts. In March 2011, LACOE hosted a joint-use training for school administrators facilitated by Public Health Law & Policy and Prevention Institute with the goal of expanding opportunities for the development of joint use agreements. The agenda included presentations on liability, risk, indemnification and reducing vandalism while opening the gates for community use.

During this reporting period, RENEW staff continued to convene the Joint Use Task Force on a regular basis to identify opportunities for passage of joint use agreements. RENEW staff completed a survey UC Berkley Center for Cities and Schools survey at ABC Unified School District, Mountain View Elementary District, Pasadena Unified School District, Compton, and Pomona Unified School District to determine enrollment, existing facilities and new facility planning as a primer to assess current joint use practices.

Media Update

On March 2011, RENEW's social media campaign, "Choose Health LA," launched World Salt Awareness Week which included a series of "Salt Shocker" videos. The five-part series was distributed to partners of the National Salt Reduction Initiative. The videos received media coverage by the *Los Angeles Times* and Huffington Post, and was featured in the Association of County & City Health Officials newsletter and at the California Department of Public Health Heart Disease & Stroke Prevention booth at their Public Health Week event. To date, the "Salt Shocker" videos have received more than

8,000 views on RENEW's website, www.ChooseHealthLA.com, which is supported by other social media venues including Twitter, Facebook and a YouTube channel. The website and social media tools will help advance efforts to build education and awareness about healthy foods, beverages and recreation options in Los Angeles County.

Overall, RENEW had more than 30 media impressions in the quarter, and was featured in several publications including the *Los Angeles Times*, Huffington Post, *San Gabriel Valley Examiner*, *San Gabriel Valley Tribune*, *Los Angeles Downtown News*, Streetsblog Los Angeles, KPCC, California Project LEAN newsletter, California Medical Association Foundation's monthly obesity prevention newsletter, National Association of County & City Health Officials newsletter and the National Public Health Information Coalition newsletter.

In February 2011, RENEW hosted a video crew from the CDC and captured CPPW successes at LAUSD's Newman Nutrition facility and the future site of a "Streets for People" project. The video will be shared on the national CPPW website and Choose Health LA. Promotional tools will be developed for the launch of a sugar-loaded drinks campaign including a series of "Sugar Shocker" videos, interactive apps on the Choose Health LA website, and public education and outreach by local nutrition experts.

Evaluation Update

During the quarter, the initial phases of the RENEW evaluation plan were carried out as planned. The first of two rounds of data collection for the national evaluation efforts (case studies, Youth Risk Behavior Survey, and CPPW cost studies) were completed as anticipated. In conjunction with the RENEW project management team, appropriate tracking of county-level health indicators (e.g., BMI, physical activity, etc.) and monitoring of project milestone achievements were conducted and reported to the CDC as required.

Other notable data collection efforts that were completed including adult biometric measurements (e.g., height, weight, blood pressure, waist circumference, etc.), child BMI measurements (via data to be

provided by the California Physical Fitness Testing Program), and evaluation of school-based physical education and joint use interventions (first round of data collection is now finishing up in the field). In addition to these field activities, the RENEW evaluation team has participated in all required CPPW conference calls, conferences, and evaluation workshop activities.

Project TRUST Overview

Administrative Update

Project TRUST has executed all contracts. The CDC approved the request to convert two contracts to purchase orders. One agreement had already been converted in January 2011 to a purchase order for consultant services. One final agreement is pending a purchase order which we expect to submit by June 2011. TRUST has received invoices and budget modifications for the final term of their contracts ending in March 18, 2012. Quarter 1 reporting to the CDC has been completed.

Project TRUST has hired 29 out of 30 total staff positions. One County position remains to be hired. In addition, Project TRUST subcontractors have hired or retained 48 positions.

Program Update

Project TRUST management has met with Area Health Officers and staff representing Service Planning Areas 1, 2, 3, 4, 7 and 8 and have a meeting scheduled with the Area Health Officer for SPA 5 and 6 on Tuesday, June 14, 2011. The meetings have been productive in strengthening TRUST's connections with local community groups and in updating SPA staff and leadership about Project TRUST activities in their areas and opportunities for collaboration.

Project TRUST continues to work with RENEW in the City of Baldwin Park on corner store conversion. Project TRUST has incorporated guidelines for tobacco placement and advertisement in the floor plan guidelines for the participating stores and is supporting stores with signage and promotion. Project TRUST also met with RENEW subcontractor, Los Angeles City CRA, to discuss incorporating tobacco into corner store conversion guidelines in four south Los Angeles stores. Project TRUST also met with City of Long Beach Public Health about their corner store conversion project currently funded by the Miller Foundation and Kaiser. Long Beach is receptive to adding tobacco to the guidelines for the project.

Project TRUST leadership and key partners conducted trainings for Project TRUST staff, subcontractors and community partners. The trainings this quarter included Tobacco Retail Licensing: Becoming a Policy Expert, facilitated by the Technical Assistance Legal Center (TALC) on May 17, 2011. This training focused on plug-in options for cities to explore as they adopt a tobacco retail license. Currently, Project TRUST is working with several cities and community partners to reduce secondhand smoke exposure in public areas, decrease tobacco consumption and strengthen youth smoking prevention efforts through a number of policy, systems, and environmental-based initiatives. Below is an update on the objectives outlined in the community action plan:

Secondhand Smoke Exposure in Public Areas Objective:

Project TRUST is currently working on comprehensive smoke-free outdoor area efforts in the cities of Gardena, Monterey Park, Claremont, Carson, Arcadia, Hermosa Beach, Downey, Huntington Park, Temple City, and La Mirada. As a Project TRUST subcontractor, the City of Long Beach Department of Public Health is also aiming to strengthen the City's smoke-free outdoor dining ordinance and has launched a "Fresh Air Dining Long Beach" media campaign modeled after Project

TRUST's "Fresh Air Dining LA" campaign. Several of the policy efforts are making significant progress. In Hermosa Beach, at the directive of the City Council, a town hall/community smoke-free outdoor dining forum is being planned for June 2011 in collaboration the Beach Cities Health District, The Project TRUST Project Director and the Mayor of the City of Beverly Hills are scheduled to speak at the event. An additional community forum is being planned in Monterey Park for June 2011, which will include expert speakers and personal testimonies.

Project TRUST is working with subcontractor Dr. Neil Klepeis, who will measure secondhand smoke in various outdoor areas in cities that are collaborators with Project TRUST. The information will support those efforts by demonstrating the potentially high levels of secondhand smoke exposure in public places. The community-based organizations involved have identified potential locations for testing in their respective cities. Dr. Klepeis is training his team and will deploy them to begin monitoring in June.

As a result of meeting with SPA 7 staff, Project TRUST is exploring an opportunity to advance smoke-free outdoor air policies in the City of South Gate. Community leaders and City officials have expressed interest in smoke-free parks and other provisions of a comprehensive policy. Project TRUST also initiated

discussions with the City of San Fernando to provide technical assistance as they look to expand their outdoor air policies and possibly adopt a multi-unit housing policy. Project TRUST is providing ongoing technical assistance to LA City staff as they move forward with development of their comprehensive secondhand smoke policy.

Secondhand Smoke Exposure in Multi-Unit Housing:

Project TRUST is expanding efforts to reduce secondhand smoke exposure in multi-unit housing. Currently, there are eight multi-unit housing efforts underway (Huntington Park, Compton, Cerritos, Baldwin Park, Lawndale, Santa Monica, Sierra Madre and Hawthorne). Efforts in Santa Monica are focused on building upon an early Project TRUST success which made balconies and common areas of multi-unit housing smoke-free. In the City of Huntington Park, the community mobilization team (CMT) presented at the Huntington Park City Council meeting on April 18, 2011. The team presented on the dangers of secondhand smoke and on the issue of youth access to tobacco products at retailers within the City. Community residents provided testimony on the importance of protecting residents of multi-unit housing from drifting secondhand smoke. The City Council directed staff to return with a resolution to support the drafting of an ordinance, which was done and the ordinance was subsequently adopted.

The Compton CMT presented on the dangers of secondhand smoke at the Compton City Council on March 8, 2011. The presentation came at the request of one of the council members. Council members were receptive and also highlighted the need for efforts to curtail the sale of single cigarettes and small cigars at retail. Project TRUST staff continues to build their coalition and now has an active youth coalition.

Project TRUST staff, in concert with subcontractor Smoke-free Air for Everyone (SAFE), presented on the dangers of secondhand smoke in multi-unit housing to the LA County Asthma Coalition on April 25, 2011. As a follow up to the presentation, Project TRUST's Principal Investigator and Project Director met with the Director of Maternal, Child & Adolescent Health Programs.

The City of Burbank implemented its new smoke-free multi-unit housing policy which was adopted in September 2010. Subcontractor SAFE continues to provide community education about the policy to Burbank policy leaders and residents under their Project TRUST contract. Burbank's original 2007 ordinance eliminated smoking in most common areas of multi-family residential buildings, including hallways, stairways, elevators, lobbies, laundry rooms, recreation rooms, gyms and building entrances. In September 2010, the ordinance was expanded to include private patios and balconies, play areas for children, swimming pools when children are present, and apartment or condo units that have shared ventilation systems.

Project TRUST is actively collaborating with the American Academy of Pediatrics on a national and local level to engage the organization's member physicians in local efforts around multi-unit housing and other Project goals.

Point of Purchase Objective:

Based on a successful preliminary legal challenge to New York City's policy placing graphic cigarette health warning signs at the point-of-purchase (POP), Project TRUST's initial direction of following New York's lead was shifted to focus on "Other Tobacco Products" such as little cigars, Snus and chewing tobacco. The revised objective states, "By March 18, 2012, a minimum of 4 cities will adopt a policy that reduces the appeal and prevalence of 'Other Tobacco Products' among vulnerable populations and young

adults.” The policy could include graphic health warnings/cessation information at point-of-sale, conditional use permitting, or tobacco retailer licensing amendments.

LA County DPH joined with local health departments, counties and cities across the nation in signing onto an amicus brief that was filed in support of New York City's requirement that graphic warnings be posted in retail stores to warn consumers of the dangers of tobacco products. The legal process is expected to extend beyond the current grant period.

Project TRUST has launched a Tobacco Retail License effort in Lynwood with an emphasis on "Other Tobacco Products." The CMTs are conducting public opinion surveys and observational surveys to develop understanding of the types of products sold in the City. TRUST also has a TRL campaign in Huntington Park. As part of the campaign, CMTs conducted a youth purchase survey in Huntington Park and found a 42.9% sales rate to minors. The Compton City Council has also expressed interest in the issue of the single sale of little cigars and cigarillos. The CMT is currently in the process of planning a youth purchase survey in Compton.

Pricing Strategies to Reduce Cigarette Consumption Objective:

As a result of the passage of Prop 26, Project TRUST's original focus on local policies establishing fees for tobacco litter mitigation was shifted to supporting a statewide increase of at least \$1 per pack of cigarettes. Under this objective, Project TRUST is coordinating speaking engagements for volunteers from the American Cancer Society (ACS), American Heart Association (AHA) and American Lung

Association (ALA) to educate the community about the importance and potential impact of a price increase. To date, Project TRUST has contacted 245 organizations in LA County and has scheduled several presentations.

ACS, AHA and ALA are sponsoring the California Cancer Research Act, which will be on the next statewide ballot and, if passed, would increase the tobacco tax by \$1 with funds to go towards tobacco-related chronic disease research and tobacco prevention efforts. Project TRUST Subcontractor Oxford Outcomes is developing a user-friendly tool to educate the public about the local health and economic benefits of a \$1 per pack increase. Oxford will share a final draft, and an accompanying web-platform, with TRUST staff and key informants in June 2011.

California Smoke-free Indoor Workplace Law Objective:

Project TRUST's original objective of working to address exemptions in the current California Smoke-Free Workplace at the local city level was shifted to educating the community about the benefits of eliminating these exemptions at the State level. The ALA in California is sponsoring legislation (SB 575) authored by Senator DeSaulnier to eliminate most of the exemptions.

The CEO informed the Board on May 23, 2011 of the "support" position for SB 575, consistent with the Board policy to support proposals that would reduce exposure to secondhand smoke, including in outdoor areas, multi-unit housing complexes, and designating secondhand smoke as a public nuisance. Project TRUST is currently working with the local voluntary health organizations to educate local cities and organizations about eliminating existing loopholes in the State Labor Code would mean for nonsmokers that are being exposed to secondhand smoke in their place of work.

Social Support/Services Objectives:

Project TRUST is working with the Smoking Cessation Leadership Center (SCLC) and UCLA to encourage the number of social service agencies who serve vulnerable adult populations in LA County to integrate a smoke-free environment policy and cessation-promotion practices into their wellness programs and services. Seventy-five social service agencies (designated "Pioneers") that implement such practices will be acknowledged at the conclusion of the grant period. Agencies will be awarded in three phases. Each phase will consist of four webinars and several technical assistance meetings.

In addition, UCLA staff will identify 26 homeless/transitional shelters to participate in an intervention that will train staff to provide cessation and counseling services to their clients. These sites will also institute smoke-free campuses. To date, UCLA staff have surveyed 51 potential sites and are on track to have all sites identified by the beginning of June. Project TRUST and UCLA staffs are currently working to provide shelter staff their first round of training in July 2011.

Project TRUST and SCLC staffs have been working with phase I Pioneers. Three webinars have been completed and received positive reviews from the Pioneers. A few Pioneers have already started work towards approving smoke-free campus policies while others have successfully launched cessation efforts and educational campaigns. Project TRUST and SCLC staff will be providing in-person technical assistance and site reviews for all Phase I Pioneers in late June. Phase II solicitation closed on May 20, 2011 with 26 applications received. Phase II orientation is scheduled for June 30, 2011. Phase III solicitation period opened on May 24 with an orientation date scheduled for mid September 2011.

Project TRUST is also working with Los Angeles Unified School District, the City of Los Angeles Tobacco Enforcement program, and the Los Angeles County Office of Education on the following initiatives to strengthen youth smoking prevention and cessation efforts through systems-level tobacco use policies and procedures, including the adoption of policies to assess tobacco use among students and provide/promote smoking cessation services:

- The Los Angeles County Office of Education (LACOE) coordinates services and programs in 81 school districts across the county, and is invested in a social support and service intervention which is comprised of two primary components: (1) A systems-level initiative to strengthen tobacco-use policies and procedures, and (2) An education-level initiative aimed at reducing the number of current youth smokers, impact changes in attitudes and social norms concerning tobacco use, and provide structural interventions within the school community to enact, strengthen, and enforce tobacco control policies and procedures.

Project EX is an evidence-based smoking cessation intervention that has been implemented in 23 school sites around Los Angeles County. To date, 124 students have completed the training and 50 students currently participating. A professional translation for the second parent newsletter of 2011 into five different languages is currently in development (Spanish, Armenian, Chinese, Korean, and Vietnamese). LACOE staff plan to author and prepare the third and fourth parent newsletter over the summer break. Since programming has successfully been initiated over the first year, LACOE staff plan to turn their attention to sustaining programming and analyzing and strengthening tobacco policies and procedures at the school sites and partnering districts.

- The Los Angeles City Attorney's Office's, Tobacco Enforcement Program (TEP) developed a community-based intervention, which integrated prevention strategies and advocacy to empower youth to resist tobacco industry influences at 20 LA City, LAUSD, and charter high schools. The TEP's Teens and Retailers Getting Educated about Tobacco (T.A.R.G.E.T.) project is a school/community-based education project that focuses on reducing the use of tobacco products among high school students by educating teens to take a stand in support of laws that prevent

youth access to tobacco products and to create an action plan that supports businesses/ retailers that promote responsible retail practices.

By the end of the school year, LA City staff will have completed their T.A.R.G.E.T. Project at 12 local high schools. They are completing negotiations to bring their training to an additional 4 schools at the beginning of the 2011/12 school year. The students' work has been highlighted in a recent CDC filming and continues to receive recognition with our national partners.

Project TRUST and LA City staff worked closely with the Los Angeles Sparks to coordinate a campus-wide tobacco-awareness event and recognition event at Crenshaw High School for their students' efforts. The LA City Attorney, Carmen A. Trutanich, a representative from City Councilman Bernard Parks, and the Sparks coaching staff all provided congratulatory recognition to the students. The Sparks team also performed practice drills, held a scrimmage, and interacted with students in numerous activities. The recognition assembly was attended by 500+ students and faculty.

- Los Angeles Unified School District and their after-school program Beyond the Bell (BTB) have developed a plan for several student-led tobacco awareness campaigns. LAUSD and BTB staffs will utilize an evidence-based tobacco awareness and cessation curriculum. The BTB Tobacco Awareness Campaign will involve a two-pronged approach that targets non-smokers and experimental smokers in traditional schools without tobacco prevention and cessation resources.

Project TRUST staff continued to provide LAUSD staff technical assistance related to the reporting and invoicing/billing process. LAUSD and Project TRUST staff met regularly throughout the quarter to work through administrative issues including the end of Year 1 and plans for Year 2 expenditures. LAUSD has submitted all invoices for Year 1 and TCPP has approved a budget modification for Year 2 that outlines an extension of the cessation component of their BTB program. Through a partnership with Kaiser Permanente, they plan to incorporate specialized equipment such as CO testers and spirometers into their program. The readings collected from these devices will be evaluated and presented as part of their evidence-based tobacco awareness and cessation curriculum.

Media Update

Project TRUST is developing content to test in focus groups for vulnerable populations including low-income, low-education, behavioral health, and substance abuse populations who live throughout LA County. Focus groups will begin in early June. Project TRUST's is also developing a communications plan for free nicotine patch give-aways through the California Smokers' Helpline. ARRA funds are supporting the purchase of the nicotine patches.

Tobacco Control and Prevention Program's cessation website, LAQuits.com, is being re-launched with a consumer focus that will highlight Project TRUST work and provide resources for communities and individuals to engage in systems and environment change while highlighting resources to help smokers quit.

As previously mentioned, the partnership with the Los Angeles Sparks, the local WNBA team, is underway. The partnership is providing opportunities for Project TRUST sub-contractors, LAUSD and the LA City Office of the City Attorney, to engage in program elements, such as team practices and youth clinics. On May 23, 2011, the first team practice in partnership with Project TRUST took place at Crenshaw High School.

In addition to these longer-term media projects, Project TRUST is collaborating with the City of Long Beach to adapt the Fresh Air Dining L.A. media elements that focus on local policy education efforts.

Evaluation Update

Project TRUST continues to participate in national CPPW evaluation efforts by providing data for the National CPPW Cost Study on a quarterly basis and provides ongoing technical assistance on evaluation-related issues for other CPPW grantees and partners. In response to the CDC's request, TRUST staff have estimated the population reach and impact of each Project TRUST objective. As the largest County in the U.S., we are actively involved in the National Large City Health Coalition and are currently collaborating with the New York City Tobacco Control Program on estimating the health impact of counterfeit and contraband cigarettes.

TRUST will continue to monitor milestone activities for each objective using the comprehensive surveillance database. For policy-based objectives, we will continue to analyze public opinion surveys and create reports on survey findings for each campaign as well as providing technical assistance and support. During the sixth quarter, TRUST staff developed an observational survey questionnaire to measure the advertising, promotion, product placement, and price of specific types of tobacco products (e.g., cigarettes, cigars, smokeless tobacco, and electronic tobacco products) to inform the Project TRUST point of purchase campaigns. We conducted data collection training and developed a sampling scheme using GIS for each target city. To summarize findings from two waves of observational surveys conducted and to be conducted at point of purchase, we are in the process of preparing a comprehensive report. Project TRUST staff also conducted youth purchase surveys in several target cities. We analyzed the survey data and created reports and maps depicting tobacco retail stores that were willing to sell tobacco to minors to support campaign activities. For secondhand smoke monitoring in outdoor areas and multi-unit housing facilities to be conducted by Dr. Neil Klepeis, we obtained IRB approval from DPH's Internal Review Board (IRB).

To address tobacco use issues among homeless populations in Los Angeles County who are at higher risk of tobacco use and tobacco-related diseases, Project TRUST has contracted with the University of California, Los Angeles to implement evidence-based interventions in selected transitional shelters. To evaluate the effectiveness of such interventions, we will conduct baseline and follow-up surveys among a representative sample of residents and staff members. We have finalized the survey instruments and obtained IRB approval from the Los Angeles County DPH IRB for this project. A screening survey of all medium to large size transitional shelters is being conducted to evaluate the eligibility and willingness to participate of each shelter. We are in the process of developing sampling schemes.

To assess the changes in tobacco control policies in each pioneer agency contracted with Project TRUST, we are in the process of creating an online survey to be conducted at the end of the six-month intervention period. To evaluate the impact of the LA City TARGET program on tobacco-related knowledge and attitude change among participating students, we are in the process of developing a survey to be conducted at the end of each school's participation period. To investigate the trend of tobacco use behaviors among youth in Los Angeles County, we are conducting a study using data from the Youth Risk Behavior Surveys (2001-2010) and the California Student Tobacco Surveys (2001-2009). The main outcomes to be assessed include prevalence of frequent smoking, cigarette consumption, age of initiation, and quitting behaviors.

Peer Mentoring Grant

The training team led a policy adoption model training based on the framework of work for the Tobacco Control and Prevention Program. The overarching theme of the training was how does a health department partner with other community organizations to develop, implement, and enforce local public health policies. The training took place in Santa Clara County, another CPPW grant community and over 50 people attended the one-day training.

The behavioral health provider and peer-to-peer quit smoking program trainings were held in Los Angeles May 9 – 11, 2011. These trainings provide behavioral health professionals with the knowledge and skills to address tobacco use among their clients/consumers and to empower them to do more to encourage smoke-free treatment centers. Future trainings are planned for June 2011 in Santa Clara County.

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